THE ROLE OF THE LIVEABLE PROMENADE IN REVITALIZING AN ENTERTAINMENT TOURISM CITY: THE CASE OF SHARM EL-SHAIKH, EGYPT

Khalid S. Al-Hagla

Abstract

Promenades are major constituents of entertainment tourism cities and their contribution to liveability adds value to the entertainment qualities these cities have. Sharm El-Shaikh is one of these leading entertainment tourism cities. Its fame as a city of peace makes it attractive for a large number of tourists. Naama Bay is the major natural/ urban feature for the city's entertainment zone. A large part of the city's reputation for liveability is directly related to the qualities of Naama Bay's promenades.

This paper tackles the relationship between the typological structures of these promenades and the liveability of Naama Bay. It analyzes the environmental and urban contexts that control their role, and investigates their morphological analyses, spatial configurations, activities, and different architectural and urban treatments. This paper uses these analyses to identify a set of parameters that controls the liveability scale of these promenades, and consequently the liveability of their wider context.

Keywords

Tourism city; recreation, liveable promenade, Sharm El Sheikh.

Introduction

The importance of liveability has lately been discussed frequently (AARP, 2005). The variety of approaches that tackle 'liveability' reflects the wide range of its related practices and application requirements. This is a direct function of community typology and the specific role played by 'liveability' at different community scales.

This paper follows the 'Place Making' approach as being relevant to understanding of liveability in recreational and entertainment tourism communities. This approach takes into account the vital role of 'place' as a media of community interactions (people/people – people/place). The typology of recreational and entertainment activities takes the quality of these interactions as a parameter of their success. This is based on the hypothesis that the prosperity of these communities is related to their qualities as 'places' that have potential to meet their people's needs.

The physical planning of Naama Bay is similar to that of many other tourism centres spread

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along the coastal highway by the Red Sea in Egypt; its ability to attract an increasing number of tourists cannot be denied. Its reputation as a distinguished tourism centre is based on its ability to configure both natural and spatial potentials to allow for a better interaction between people and place. These potentials are utilized to meet the needs of this recreation and entertainment community.

Promenades, spread along Naama Bay, are among the most vital aspects of its physical structure. They are the domain through which people experience Naama Bay as a 'place'. In addition, they are the medium within which the entertainment and recreational community is formulated. This paper investigates the potential of these promenades to play their assigned role in meeting the needs of the tourism community in Naama Bay. To achieve its goals, this paper classifies these promenades into four main types. It studies the needs of the recreational and entertainment tourism communities, and it analyzes the role of these promenades in meeting those needs.

The Recreational Tourism Community in Sharm El-Shaikh

Sharm El-Shaikh is a major recreational tourism centre by the Red Sea. It is situated on the southern tip of the Sinai Peninsula in Egypt, on the coastal strip between the Red Sea and Mount Sinai (figure 1). Its natural resources, particularly its long stretches of natural beaches, together with its proximity to European tourism markets, have stimulated the rapid growth of its tourism industry. Guest nights increased from 16,000 in 1982 to 5.1 million in 2000. The total number of resorts increased in that period from 3 to 91

(TDA, 1998).

Naama Bay is the central resort area of Sharm el Sheikh. It comprises a stylish strip of hotels, with an attractive pedestrian promenade along its sandy beachfront. The promenades at Naama Bay are the central attraction of the community of resorts and tourist facilities that make up Naama Bay. Through their quality of design, the promenades' attractiveness for tourists is utilized as a catalyst for the flourishing of the sense of entertainment along this area (TDA, 1998).

Figure 1: Naama Bay's location on the coast of Rea Sea (Source:(http://www.oonasdivers.com/maps_naamabay.shtml).

Morphological Analysis of Naama Bay

The planning morphology of Naama Bay is shaped by two main physical constraints: the coastal highway system and the setbacks. The first of these is a significant feature shaping development along the Red Sea. It is the spine around which each tourism centre grows and splits the tourism centre into two zones. Accordingly, the development of tourism centres follows two consecutive stages; the first is confined between the coastal line and the highway, and the second is spread on

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the upland side. Another typical planning constraint is the existence of the setbacks from the high water mark to the building front lines (at seafront properties) and other open spaces in each of the tourism centres (figure 2). They represent important opportunities to ensure attractive and accessible pedestrian, bicycle and horseback-riding use (TDA, 1998).

The tourism centre in Naama Bay has been developed in two consecutive stages, like all the tourism centres along the coastal highway. Its subdivisions are planned with parcels on both sides of the highway, i.e., a row of properties on the waterfront side and a row on the upland side. Adjustments are made to minimize the negative impact of the coastal highway going through the Naama Bay tourism centre. These give priority to pedestrians at a number of key points that link the upland resort properties to coastal amenities. Moreover, the careful planning of commercial centres, secondary circulation throughout the tourism centre, and vehicular / pedestrian access to coastal amenities (beaches, marinas, drive sites, and so on) minimize this negative impact (TDA, 1998). In spite of all of these adjustments, the tourism centre is physically split into two parts, which negatively affects its unity and cohesion.

The waterfront side is shaped based on a pattern of non-contradicted motor and pedestrian circulation routes. This permits the accessibility of all parcels of the tourism centre and facilitates pedestrian movement along its different promenades.

Figure 2: Naama Bay: aerial view (Source:(http://www. redseahotels.com/index. php?id=41) .

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Four types of promenades can be identified when analyzing the spatial morphology of the waterfront side of Naama Bay. They are organized in a hierarchy, starting at the El Salam Road–the main highway that links Naama Bay to other Sharm El-Shaikh districts (the coastal highway)–and ending at the beach. These categories are as follows (figure 3):

A) The first is a major promenade starting at 'El Salam Road' going towards the beach. It is largely a pedestrian route except for a small portion of it where vehicles and pedestrians meet without connecting. A large number of light-structured cafeterias and restaurants are spread along one side of the promenade. Moreover, a number of franchises, nightclubs and restaurants are grouped near the final portion of it. They greatly contribute to the lifestyle of this part of the city.

B) The second is located at the heart of Naama Bay. It runs parallel to the beach line. It is a completely pedestrian route starting at the end of the first promenade. Different pedestrian amenities and cafeterias are continuously spread along the length of the promenade. They define an attractive space. Additionally, they act as a magnet for a very large number of tourists, creating a vibrant street life, especially at night. Beyond the slight definition of the pedestrian circulation route, the promenade is physically well defined by tourist buildings and facilities (mainly hotels).

C) The third category contains a number of small pedestrian promenades that link the second type to the main beach promenade. They penetrate the tourist development parcels adjacent to the beach. They are mainly passageways for pedestrians to access the beach. A small number of shops, kiosks, and beach amenities are spread along these promenades.

D) The fourth is a coastal trail (or corniche) traversing the setback along the entire coastline. It provides more than a path for pedestrians. It is a commercial and social centre for at least a portion of the resort community. Through its linear nature, it offers the opportunity to link all parts of the resort community using design elements such as paving, plant¬ings, street furniture and lighting.

In addition to these key types of promenades, a number of platted walkways between different destination points (marinas, beaches, commercial areas, highways, and so on) have been developed to promote walking opportunities. They connect the coastal trail with a system of horseback trails, bicycle paths and walking trails along the wadis and across platted walkways. They present varied systems of circulation that connect the visitor with the mountains and the sea and to all points of interest throughout Naama Bay (TDA, 1998).

Place Making as an Approach to 'Liveability'

Different 'Liveability' definitions show that a liveable community is something that everybody wants, but that does not mean the same thing to all people (TRB, 1997). This study discusses the two different but compatible points of view through which the liveable community is defined. The first tackles the physical characteristics of the community as 'liveability' indicators. Such approaches see that "a liveable community is one that has affordable and appropriate housing, supportive community features and

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services, and adequate mobility options, which together facilitate personal independence and the engagement of residents in civic and social life" (AARP, 2005, p. 2). The second addresses the ability of community members to interact with these qualities to achieve liveability. This approach defines liveability as "the quality of life experienced by a member of a community and affected by a sense of belonging to a unique town, one's health condition, and chances to enjoy public amenities." (Scott et al, 2008, p. 5).

Figure 3.a : Promenade (A) (Source: (http://www.flickr.com/photos/sunrisecalls/2424854393/

Figure 3.b: Promenade (B)(Source: Author).

Figure 3.c: Promenade (C)
(Source: (http://www.touregyptphotos.com /showphoto. php?photo=1821&password=).

Figure 3.d: Promenade (D)
(Source: (http://www.touregyptphotos.com /showphoto. php?photo=1819&password=&).

Figure 3: Four Types of promenades at the waterfront side of Naama Bay. (Source: Author).

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These compatible points of view and their related definitions highlight the mutual relationship between the physical characteristics of a community, and the way community members interact with these qualities to achieve liveability. This relationship is a function of both its two variables; people and places. However, Donovan Rypkema defines 'place' as the vessel within which the 'spirit' of community is stored, and 'community' as the catalyst that imbues a location with a 'sense' of place. He asserts that "The two are not divisible. You cannot have community without place; and a place without community is a location. A group of people with a shared concern but not a shared place is an interest group, not a community" (Rypkema, 2004, p. 16).

Making communities liveable through the 'Place-making approach' tackles this inseparable relationship between 'Community', and 'Place' (figure 4). It connects understandings of liveability with the specific places used by people in communities. It begins at the scale that a community finds both manageable and relevant. This works in two parallel and compatible ways; the first is to assess the concerns and needs of the community and then using this assessment to make improvements to the places in that community. The second is to identify the specific places used by people.

Communities that are based on entertainment tourism activities have their own particular character. They are developed based on a direct relationship between people who are sharing the same interests – entertainment activities – and places that have to meet their recreational and entertainment needs. Time is another important aspect to be considered.

These communities are based on short time relationships between people and people, and people and place. Two levels of 'liveability' are to be addressed. The first is the micro level, 'vitality', which is more relevant to the short-term community formulation. It is concerned with meeting the needs of 'people'. The second is the macro level, 'liveability', which supports long-term relationships related to the 'place' itself.

Figure 4: Place-Making approach to liveability (Source: Author).

The Role of Promenades in Meeting Community Needs in Naama Bay

Meeting community needs in public open spaces is the first line of attack for 'place making' as a liveability approach. An understanding of the purposes of these places and their use by people is essential for any speculation about

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their qualities. People generally go to public open spaces for specific reasons. In recreational and entertainment communities, those reasons involve long-range purposes and are often less obvious, for example, than the need for a change or the opportunity to exercise.

The specific reasons drawing people to entertainment tourism areas reflect many aspects of life, especially urban life. One reason is the need to escape from the confusion, noise, crowds and "overload" (Milgram, 1970) in urban surroundings – notable features of complex, urban settings. In this instance these tourist communities are provide a contrast to the order of daily life. They satisfy the periodic need people have to regroup their resources. As such, users usually use such words as "relaxing and comfortable," "tranquil, peaceful urban oasis, sanctuary" when giving reasons for coming to recreational and entertainment tourism centres (Nager & Wentworth, 1976).

Within the wide range of literature that discusses human needs in urban open spaces (Whyte, 1980; Lang, 1994; Francis C & Marcus, 1997; Francis M, 2003) stand the needs determined by Carr, Frances, Rivlin, & Stone, as particularly applicable to recreational and entertainment communities (Carr et al., 1992). They identify five types of needs people have in public spaces: comfort, relaxation, passive engagement with the environment, active engagement with the environment, and discovery. Any one encounter with a place may satisfy more than one purpose.

Comfort

Comfort is a basic need. Without comfort, it is difficult to perceive how other needs can

be met. Relief from sun or access to sun are major factors in attaining physical comfort in urban open spaces. These factors directly influence the way public open places are used at Naama Bay. The high average temperature in Sharm El-Shaikh ranges from 15-35 Co (59-95°F) in winter, and from 20-45 Co (68-113°F) in summer)- especially in summer – causes the majority of community members to escape from the sun. This has direct impacts on when and how different promenades at Naama Bay are used. People usually use these promenades just to access the beach during the day, as they do not have sufficient protection against extreme weather conditions, but they become attractive places at noon and at night. On the beach, shade from trees and umbrellas, and some forms of shelter are used to meet the needs of people that may not value maximum exposure to sunlight.

The large variety of physically comfortable seating in promenades (A), (B), and (D) is an added value to the quality of these spaces in meeting the need for comfort (figure 5). This includes steps as a fixed seating option, seating that is movable, seating for individuals and groups, seating that enables eating, talking, resting and privacy, and seats with backs. Most of these types are offered in the street cafés and vernacular Bedouin tents–used as cafeterias–spread along these promenades. The pedestrian public amenities contribute less to meeting this need. They lack a number of important features of physically comfortable seating. This includes the orientation of the seating, and its proximity to areas of access. Promenade (C) doesn't have any major seating facilities as it is used mainly as a beach access route.

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Figure 5.a: Vernacular Bedouin seating at promenade (A)
(Source: (http://www.kontours.info/sharm_picture.htm)

Figure 5.b: 'Sittable space' – promenade (A)
(Source: (http://www.flickr.com).

Figure 5.c: Varieties of seating at street cafés –
promenade (B) (Source: Author).

Figure 5.d: Seating orientation - attaining social and
psychological comfort. (Source: (http://www.holiday-
beds-direct.com).

Figure 5: Comfort aspects along the promenades of Naama Bay. (Source: Author).

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In addition to physical comfort, seating spread along the promenades offers a large degree of social and psychological comfort as well. The variety of types and themes meets the need for a "sittable space", as William Whyte states: "it is particularly related to choice: sitting up front, in back, to the side, in the sun, in the shade, in groups, off alone" (Whyte, 1980, p. 28).

The layout of the seating orientation along the promenades at Naama Bay is another aspect that provides social and psychological comfort. They are generally organized to allow people to be seated facing pedestrian flow, so they can avoid sitting with their backs were turned to all or part of this traffic. This is achieved, for example, in promenade (B) where the space proportions and the density of pedestrians create a vibrant promenade.

A sense of security is another important aspect of social and psychological comfort. It is a deep and pervasive need that extends to people's experiences in public places. The features that reduce threats to safety are likely to increase comfort in public settings (Franck & Paxson, 1989). While this value is among the most critical aspects to be achieved in other types of communities, the nature of recreational and entertainment communities facilitates attaining this value. This is achieved in Naama Bay's promenades mainly by separating the movement of vehicles and pedestrians. In addition to design features that enhance the area's openness, providing visual access into the site, the large number of people in the space is a vital means of achieving natural surveillance.

Relaxation

Relaxation is distinguished from comfort by the level of release it describes. It is a more developed state with body and mind at ease. Relaxation is frequently cited by designers as their goal in planning space, and the description of a site as "relaxing" defines the experience possible in the place more than the physical setting, although the two are clearly interrelated (Carr et al., 1992).

Promenades at Naama Bay offer a brief pause from the routines and demands of city life. Their configurations, which offer respite from or contrast to the urban lifestyle, appear to be prominent among the factors that support relaxation. Separation of different traffic modes, and banning vehicular traffic in promenades (B), (C), and (D), makes it easier for users to be relaxed. This is supported by a complete sense of safety and security resulting from the large number of people usually using these promenades at night.

Natural features – particularly water and trees and other greenery – have been found to be the dominant factors in attaining a sense of relaxation (Carr et al., 1992). Regarding Naama Bay, water is seen as a key landscaping attribute (figure 6). In addition to the main water feature – the beach – there are a number of fountains spread along the promenades. Another major water element is the falling water located at the intersection of the promenades (A) and (B). It uses the natural features and the change of level to naturally accentuate the place. Furthermore, the natural features of promenade (D), its landscaping elements, proportions, and direct links to the beach increase its ability to meet this need.

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Figure 6.a. Falling water located at the intersection of the promenades (A) and (B) (Source: Author).

Figure 6.b. Natural features at promenade (D) (Source: http://commons.wikimedia.org/wiki/File:Naama_Bay_Promenade_R01.jpg).

Figure 6: Relaxation aspects along the promenades of Naama Bay. (Source: Author).

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Passive Engagement

Passive engagement with the environment could lead to a sense of relaxation, but it differs in that it requires an encounter with the setting, albeit without becoming actively involved. This category includes the frequently observed interest and enjoyment people derive from watching the passing scene (Carr et al., 1992). In Naama Bay, there are many examples of places – spread along its promenades – that serve this function, and their popularity testifies to this need.

According to Whyte (1980), "What attracts people most, it would appear, is other people" (13). When analyzing the behaviour of people in Naama Bay, it is found that the favourite seating places are adjacent to the pedestrian flow, in particular, near street corners. The open cafés along the promenades (A,B,D), and especially (B), are enjoyed as much for the opportunity to watch pedestrian traffic as for their refreshments. Moreover, the restaurants at promenade (A) have obtained permits to spill over onto the streets as this contributes positively to the vitality of the promenade.

In addition, both natural and physical characteristics of the site and the type of architecture used to define space facilitate visual contacts with people while they are physically separate. The upper balconies from which one may look down at the crowd allow the observer to "watch people while avoiding eye contact" (Marcus, 1978, p. 39). This is particularly important in observing performers and formal activities (figure 7).

The physical and aesthetic characteristics of Naama Bay are among the qualities that draw people to urban open spaces. The promenades'

scenery and panoramic views are important aspects of the enjoyment of the public scene. They have a strong drawing power because of the vistas they offer, especially the waterfront at promenade (D). They give people the opportunity to observe games and sporting events that offer a kind of desirable passive engagement. Moreover, different landscaping elements spread along the promenades give people the strongly desired opportunity to be close to plants, trees, flowers, and water; there is some evidence that these elements have relaxing and "restorative" qualities (Hartig, Mang, & Evans, 1991; Kaplan, 1983, 1985; Kaplan & Kaplan, 1990).

Figure 7: "Watching people while avoiding eye contact" – promenade (B) (Source:: http://www.flickr.com/photos/ cheekablue/366996977/in/set-72157594495875763/).

Active Engagement

Active engagement represents a more direct experience with a place and the people within it. Although some people find satisfaction in people-watching, others desire more direct

contact with people – whether they are strangers in a site or members of their own group. (Carr et al., 1992).

Christopher Alexander addresses this need in discussing the role of promenades in creating communities. He states that "people with a shared way of life gather together to rub shoulders and confirm their community" (Alexander et al., 1977, p. 169). This behaviour is clearly noticeable on Naama Bay's promenades, especially on promenade (B) (figure 8). Nodal spaces (promenades' intersections especially (A) and (B)) facilitate contact between strangers. These hubs encourage a sense of social connection, increasing opportunities for interaction. In these places people are able to "make out the faces and half hear the talk" (Alexander et al., 1977, p. 313) In addition, dynamic encounters with physical elements of a setting represent another dimension of active engagement. This leads to direct physical contact rather than just being

within or moving across a place. This is clear at some nodes where young people gather to join nightclubs and discos.

The quality and the diversity of the natural features shaping the face of Naama Bay inspire a sense of challenge and mastery. Consequently, they stimulate community interest and use. This, in addition to a number of traditional activities, results in what Alexander calls "triangulation" whereby these features "provide a linkage between people and prompt strangers to talk to each other" (Alexander et al., 1977, p. 94).

The activities practiced in Naama Bay – water sports in particular – add another opportunity for positive engagement (figure 8). They enable participants to exercise both their bodies and their competitive desires, which is an attractive challenge for young people. Moreover, for adults, particularly young adults, considerable socializing occurs in the context of recreation.

Figure 8.a. Water sports – the positive engagement domain at Naama Bay (Source: Author).

Figure 8.b. Celebration at a nodal space at Naama Bay (Source: http://www.pachasharm.com/photo_album).

Figure 8. Active engagement aspects along the promenades of Naama Bay. (Source: Author).

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Ceremony, celebration, and festivity are imperative qualities that the promenades in Naama Bay facilitate. Their spatial configurations work together to achieve the required joyousness that the community needs. The complexity and diversity that promenades (A) and (B) have in particular are responsible for giving people the opportunity for positive engagement in multifaceted activities that encompass people - watching, socializing, being entertained, and consuming or buying food and other goods.

Discovery

Discovery represents a desire for stimulation and the delight people have in new, pleasurable experiences (Lynch, 1963). In the context of public open spaces, discovery has some specific meanings. It is the opportunity to observe the different things that people are doing when moving through a site (Carr et al., 1992). The major aspects of discovery in Naama Bay appear to be diversity in the physical design and the changing vistas. Changes in perspective offer a succession of vistas to enjoy. Lynch (1963) suggests that contrast and juxtaposition of elements can provide a pleasurable sense of surprise.

The natural change of level overlooking the promenades (promenade B in particular) has the potential to meet the requirements for this need (figure 9). People enthusiastically use the cafeterias located on these levels as they offer different views of the Bay. In addition to these physical qualities, for discovery to be part of the community experience, it is essential to have changing human activity. The place itself must provide the stimulation that enables users' interests to endure. While a sense of discovery

is enhanced by the design of these long, perpendicular promenades, it has the potential to be increased by the development of more activities and events.

In spite of richness in both natural variety and activities in Naama Bay, it has less ability to meet the `discovery' need than 'Safaris', where tourists go on organized trips with Bedouins to the hinterland deserts. The experience of discovering these deserts includes a sense of mystery that tourists prefer. They go to new places to discover their special qualities, to meet new people, to find new challenges in landscapes that contrast with familiar ones.

Figure 9: The natural change of level overlooking promenade (B) (Source: Author).

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The Liveability of Naama Bay Promenades

There is a general consensus on the characteristics of liveable streets. At a minimum, they seek to enhance the pedestrian character of the street by providing a continuous sidewalk network and by incorporating design features that minimize the negative impacts of motor vehicle use for pedestrians. (Duany et al., 2000; Ewing, 1996; Jacobs, 1961) However, the study of liveability in Naama Bay's promenades extends beyond these initial liveability requirements. These promenades offer complete segregation of different types of movement. While all of the promenades (B, C, D) are for pedestrians only, promenade (A) permits a balanced coexistence of both vehicles and pedestrians. In this promenade, an important role is played by roadside features such as street trees and on-street parking, which serve to buffer the pedestrian realm from potentially hazardous oncoming traffic, and to provide spatial definition for the public right-of-way. While most would agree that the inclusion of trees and other streetscape features enhances the aesthetic quality of a roadway, there is substantive disagreement about their effect on safety. (Duany et al., 2000; Jacobs, 1993) However, the small number of palm trees and other trees spread along the promenades doesn't create any threat to safety or security. In addition, the high density of pedestrians, especially at night, offers high degree of natural surveillance.

Walkability is at the heart of creating liveable promenades. It plays a key role in place making, leading to the creation of a sense of community identity and unity. In Naama Bay, unique structures that are compatible with the character of the community (e.g., streetscapes, facilities and trails, and public open spaces) are a source of distinctiveness. High pedestrian activity on the street is also an important factor in decreasing criminal activity, which is detrimental to any community's sense of place and unity (Scott et al., 2008).

Among the approaches used to assess a community's walkability, 'NED' is a simple and practical one (Scott et al, 2008). It examines three study areas, Network, Environment, and Destination, as a three - pronged parameter to assess a community's walkability. Applying these parameters to Naama Bay shows the positive performance of the promenades' network. This refers to the presence and completeness of the pedestrian network including sidewalks, paths, trails, crosswalk connections, and direct routes between destinations and origins. Moreover, these promenades offer a pleasing and aesthetically appealing environment. They are safe, secure, and barrier free, and adequately orient buildings and walking spaces. In addition to this, the promenade network is designed to promote access to the community's major destinations, especially the beaches, with carefully studied distances between origins and destinations (short and direct routes). This assures the quality of Naama Bay as a 'Walkable Community'. The promenades meet the majority of the items included in IPA 'Implementation Checklist for Walkable Communities': Continuity, Safety, Comfort, Convenience, and Visual appeal (Table 1).

The Role of Promenades in Naama Bay in Attaining Community's Liveability

The following matrix (Table 1) correlates aspects that are responsible for meeting community

needs in recreational and entertainment communities with the different spatial and physical configurations of Naama Bay's promenades. It shows the role played by different types of promenades in increasing the community's vitality. Furthermore, it can be used to evaluate the performance of these promenades compared with the roles they are

		Promenade (A)					Promenade (B)					Promenade (C)					Promenade (D)				
		Proportion and definition	Amenities and Landscaping	Natural features	Activities and events	Pedestrian facilities	Proportion and definition	Amenities and Landscaping	Natural features	Activities and events	Pedestrian facilities	Proportion and definition	Amenities and Landscaping	Natural features	Activities and events	Pedestrian facilities	Proportion and definition	Amenities and Landscaping	Natural features	Activities and events	Pedestrian facilities
Comfort	Relief from sun	✗	✗	✗	–	–	✗	☑	✗	–	–	✗	✗	–	–	–	☑	✓	☑	☑	–
	comfortable and sufficient seating	☑	☑	✓	☑	☑	✓	✓	☑	☑	✓	–	☑	–	–	–	☑	✓	✓	✓	✓
	social and psychological comfort (seating orientation)	☑	–	–	–	☑	✓	✓	✓	–	✓	–	–	–	–	–	☑	☑	✓	✓	✓
	Sense of security — Pedestrian safety	✗	☑	✗	☑	☑	✓	–	–	–	✓	✓	–	–	✓	✓	✓	–	–	–	✓
	Sense of security — natural surveillance	✗	☑	✗	☑	☑	✓	✓	☑	✓	✓	☑	✓	☑	☑	☑	☑	☑	☑	✓	✓
Relaxation	accentuating a contrast to the urban setting	–	–	☑	✓	☑	✓	✓	☑	✓	✓	☑	–	–	–	–	☑	✓	✓	✓	✓
	Separating different traffic modes — Sense of safety	–	–	☑	–	✓	–	–	✓	✓	✓	–	–	–	–	✓	–	–	☑	☑	✓
Passive engagement	watching the passing scene	☑	☑	–	☑	✓	✓	✓	✓	✓	✓	–	–	–	–	☑	☑	☑	✓	✓	✓
	physical separations	✓	–	✓	–	–	✓	✓	✓	–	–	–	–	☑	–	–	☑	☑	✓	✓	☑
	the physical and aesthetic qualities of the site	✓	–	✓	–	✓	✓	–	✓	–	✓	–	✓	–	✓	–	✓	–	✓	–	–
	observe games and sporting events	–	–	–	☑	–	☑	–	✓	✓	–	☑	–	☑	–	–	✓	✓	✓	✓	–
Active engagement	sense of social connection	☑	✓	☑	✓	☑	✓	✓	☑	✓	✓	✗	–	–	✗	✓	☑	☑	✓	✓	✓
	sense of challenge and mastery	☑	–	✓	–	–	–	–	✓	–	✓	–	–	✓	–	–	✓	–	✓	✓	–
	triangulation	–	☑	☑	☑	–	–	✓	✓	✓	✓	–	–	✓	–	–	–	✓	✓	✓	–
	activities	–	–	–	✓	–	–	✓	✓	✓	–	–	–	–	–	–	–	✓	✓	✓	–
	The dynamic encounters with physical elements of a setting	☑	☑	☑	✓	–	☑	☑	–	✓	–	–	–	–	–	–	–	✓	–	✓	–
	Ceremony, celebration, and festivity	☑	✓	☑	✓	–	✓	✓	☑	✓	✓	–	–	–	–	–	–	✓	–	✓	–
Discovery	pleasurable experiences	–	☑	☑	–	–	☑	–	☑	☑	–	–	✗	☑	✗	✗	☑	–	–	–	–
	diversity in the physical design and the changing vistas	☑	✓	☑	☑	✗	☑	–	☑	–	–	✗	✗	☑	✗	✗	☑	–	✓	–	–
	Walkability	☑	☑	–	✓	✓	✓	✓	✓	✓	✓	✓	–	–	✗	–	✓	✓	✓	✓	✓

Table 1: The matrix of recreation and entertainment community needs (Correlating aspects responsible for meeting community needs with the different spatial and physical configurations of Naama Bay's promenades.
(✓ Direct positive influence / Indirect positive influence X Negative influence – No influence). (Source: Author).

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assigned to achieve.

Conclusions

This paper follows the 'place making' approach to verify the parameters of 'liveability' in recreational and entertainment communities. This is based on a valid hypothesis that relates the success of these communities to their settings' ability to accommodate recreational and entertainment-related behaviours. This paper places special emphasis on five major needs that are important to recreational and entertainment communities: comfort, relaxation, passive engagement with the environment, active engagement with the environment, and discovery.

With these findings, this study addresses the role of promenades in Naama Bay, Sharm El-Shaikh, Egypt in attaining a vital and vibrant recreational and entertainment community. However, it classifies the spatial morphology of Naama Bay into four main types of promenades. They are the domain through which these needs are met. This paper concludes with a matrix that correlates aspects responsible for meeting community needs with the different spatial and physical configurations of Naama Bay's promenades. This matrix shows the positive role that the promenades in Naama Bay play – in general – in meeting community needs. They utilize all of their configurations (proportion and space definition, natural features, activities and events, amenities and landscaping elements, and pedestrian facilities) to create a liveable tourism community. A thorough analysis of this matrix shows that:

- The positive role that both (B) and (D) promenades play in meeting most of the needs of the recreation and entertainment community in Naama Bay. The proportions of promenade (B) (height and width), the activities (especially the street cafés spread along the promenade), and the distinguished pedestrian facilities are all responsible for meeting different community needs ('passive engagement with the environment' in particular) and providing walkability, thus creating a liveable environment. In addition, natural features and activities practiced along promenade (D) are responsible for meeting the needs of 'active engagement with the environment' and 'relaxation' as major needs for a recreational tourism community.

- The minor role played by promenades (C) in the Naama Bay community. Their role is limited to beach access. Their amenities, landscaping elements, and activities do not actively contribute to meeting community needs, especially the need for 'discovery'.

- The proportions of promenade (A) and the coexistence of vehicles and pedestrians in the same space (regardless of their physical separation) produce a feeling of discomfort. In contrast to this, natural features, amenities and landscaping elements practiced along the promenade are responsible for meeting the needs of 'active engagement with the environment' and 'discovery'.

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Khalid S. Al-Hagla
Khalid Al-Hagla is an architect and urban designer, has a master degree in urban design (1997), and Ph.D. in sustainable development (2000) from Alexandria University, Alexandria, Egypt. He is Associate Professor of Architecture currently teaching at the Faculty of Architectural Engineering, Beirut Arab University, Beirut, Lebanon. He taught at the Arab Academy for science and Technology (AAST) from 2000 to 2003, Alexandria, Egypt, and at the Dept. of Architecture, Faculty of Engineering, Alexandria University, Alexandria, Egypt from 2000 to date. His research interests include sustainable development, cultural sustainability, sustainable tourism, urban design, New Urbanism. Dr. Al Hagla has practiced architecture in Egypt, was Consultant for Engineering Department, Bibliotheca Alexandrina, from 2000 to 2003, and is currently an expert at the General Organization for Physical Planning, Egypt. He can be contacted at khalid@pylon-group.com.